



COUNCIL AGENDA: 6/1/04
ITEM:

Memorandum

**TO: HONORABLE MAYOR AND
CITY COUNCIL**

FROM: Ralph G. Tonseth

SUBJECT: SEE BELOW

DATE: May 17, 2004

Approved

Date

COUNCIL DISTRICT: Citywide

SUBJECT

**RECOMMENDATION OF A CONSULTANT TO PROVIDE MARKETING
COMMUNICATIONS AND CUSTOMER SERVICE CONSULTING FOR THE
AIRPORT**

RECOMMENDATION

Adoption of a resolution authorizing the City Manager to:

- (a) negotiate and execute an agreement with Barnestorming Advertising and Marketing Communications to conduct marketing communications and customer service consulting services for Norman Y. Mineta San José International Airport for the period from July 1, 2004 through June 30, 2005 in an amount not to exceed \$185,000.
- (b) exercise up to three (3) additional one-year options to extend the agreement, on a fiscal year basis, to June 30, 2008, for total amount not to exceed \$740,000, subject to annual appropriation of funding for each option year.

BACKGROUND

The Norman Y. Mineta San José International Airport Improvement Program consisting of concourse and terminal construction, transportation access improvements, parking garages and airfield upgrades is underway. The Airport's marketing and customer service challenge is to communicate with Airport users and the community while building a new Airport and running the existing facility.

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To meet these communications challenges, the approval of this agreement will provide the Airport with consulting services necessary to develop and implement a comprehensive marketing communications and customer service work plan that includes the following:

- Identify opportunities for new and/or improved communications, customer service, and public outreach strategies and tactics that arise as a result of rapidly changing Airport conditions and construction activity.
- Develop and execute advertising and public information campaigns using a scope of media including television, radio, print, e-mail, broadcast faxing, direct marketing, outdoor signs boards, signage, kiosks and the internet;
- Provide concept/creative development, copy writing services, illustration, photography, art direction, graphic design/production, video production, media planning and buying services; and

The Airport has relied on marketing communications and customer service consulting services to provide necessary support and the development of programs such as post September 11 newspaper and radio programs to communicate new security procedures and restrictions; implementing travel tips advertising during holiday travel periods; developing handbooks, brochures and responsive materials for the Acoustical Treatment Program (ACT); advertising in three languages to recruit Airport information booth volunteers; supporting new air service with advertising and banners; and creating information and support materials for such milestone events as Runway 30 Right and the International Arrival Facility openings.

ANALYSIS

Request For Qualifications Process

The Airport Business Development and Community Relations Division released a Request for Qualifications (RFQ) on February 20, 2004 for marketing communications and customer service consulting services. The notification included posting on the Airport's web site, firms that participated in the previous RFQ process in 2000, and firms that work within the airline and airport industry.

Seven responses to the RFQ were received by the due date of March 10, 2004. A diverse, five-member panel composed of representatives with marketing communication and customer service experience from the San Jose Convention and Visitors Bureau, Southwest Airlines and the Transportation Security Administration (TSA), and the Airport reviewed and rated the RFQ submittals.

The following criteria were utilized during the RFQ submittal rating process:

- Qualifications, experience and staffing/team to successfully perform scope of services, deliverables/action items and ability to respond;
- Experience in strategic planning, monitoring, and evaluating effectiveness;
- Quality, creativity, insight and innovative thinking in addressing the scope of requirements;
- Cost effectiveness;
- References from clients for whom comparable work done performed in last three years;
- Value added as a result of proposer's experience and qualifications; and
- Understanding, experience and proven results in airport and airline marketing communications and customer service.

After the RFQ submittal rating process, four firms stood apart from the other three in the ratings and were invited to participate in an interview panel. The firms included AVISO (Alameda), Barnestorming Advertising and Marketing Communications (Los Gatos), Carter Israel Advertising (San Jose), and ICCI-Professional Services (Lafayette).

The interview was one hour in length and was divided into three areas: 1) presentation of firm's capabilities, 2) understanding of Airport issues, marketing and customer service, and 3) questions and answers.

At the conclusion of the RFQ interview process, the panel recommended Barnestorming for airport marketing communications and customer service consulting services. In comparison to the three other firms, Barnestorming demonstrated a stronger ability to meet the Airport's marketing communications and customer service goals and objectives. The strengths include the following:

- Familiarity with the Airport and the City of San José
- Construction communications experience
- Proven record in developing creative, effective marketing communications
- Value added with senior level principles as day to day contact

Based in Los Gatos, Barnestorming has served as the Airport's marketing communications and customer service consulting firm for the past three years. Barnestorming has a track record of delivering successful targeted communications programs, and in many instances, Airport industry

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recognized and award winning. These contributions encompass programs for the Airport Improvement Program, Transportation Access Plan, Noise Management and Customer Service. Projects have included the following:

- Developed a comprehensive Airport signage, information materials, and multi-media communications campaign to alert and inform customers of the Airport Improvement Program scope, its affect on using the airport and how to best utilize the Airport during construction. This campaign, dubbed “Monster Project”, features a brightly colored cartoon monster that will command attention, communicate the enormity of the project, and create a uniquely identifiable icon for all Airport Improvement Projects. This program will debut to the public this summer.
- Created airport industry award winning newspaper and radio campaign to provide customers with information about San José’s non-stop flights.
- Developed handbooks, brochures and response materials for the Airport Noise Abatement Program.
- Created holiday travel campaigns to improve Airport customer’s holiday travel experience.
- Created and produced the Acoustical Treatment Program (ACT) handbook and Sound Management brochure

Apex Strategies, a key subcontract partner, has been closely involved with Airport community outreach and customer service. Additionally, the firm has significant major construction project experience dealing with large community issues with the new San Jose Civic Center, Highway 85 and County of Santa Clara transportation improvement program.

PUBLIC OUTREACH

The RFQ was promoted on a local and national basis. Notification started February 20, 2004 with the RFQ being posted on Mineta San Jose International Airport’s web site for three weeks. All firms that were part of the previous RFQ process in 2000 were invited to participate. On February 27, 2004 an advertisement ran in the *San Jose Business Journal* targeting San Jose and Silicon Valley firms. The American Association of Airport Executives (AAAE), a source of information for firms interested in doing business with Airports, distributed the notification through their daily, national e-mail broadcast and monthly *Airport Report* e-newsletter.

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COORDINATION

The Airport closely coordinated the RFQ document with the City Attorney's Office. The Airport, City Attorney's Office and the City Manager's Office collaborated in the development of this Council memo.

COST IMPLICATIONS

The amount of the agreement is \$185,000 per fiscal year and not to exceed an amount of \$740,000 for the total term of the agreement subject to annual appropriation of funds by the City Council.

BUDGET REFERENCE

Fund #	Appn. #	Appn. Name	RC #	Total Appn.	Amt. for Contract	Proposed Budget Page
523	0802	Non-personal/Equipment	102110 129110 130110	\$34,111,851	\$185,000	Page XI-3

CEQA

Resolutions No. 67380 and 71451, PP 04-05-162

RALPH G. TONSETH
Director of Aviation
Airport Department

RGT: sgl